

# DOI MAIL

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# DOI MAIL NEWSLETTER

## 👉👉 REPLY MAIL 👉👉

Reply mail is used by businesses and government agencies when seeking feedback from a particular mailing. Reply mail can be employed as a postcard, envelope, or as a label for packages.

The two basic types of reply mail are business reply mail (BRM) and courtesy reply mail (CRM). There are two major differences between BRM and CRM. The first, BRM requires a permit and CRM does not. Secondly, BRM requires that the sender pay the postage, and CRM requires that the person responding pay the postage.

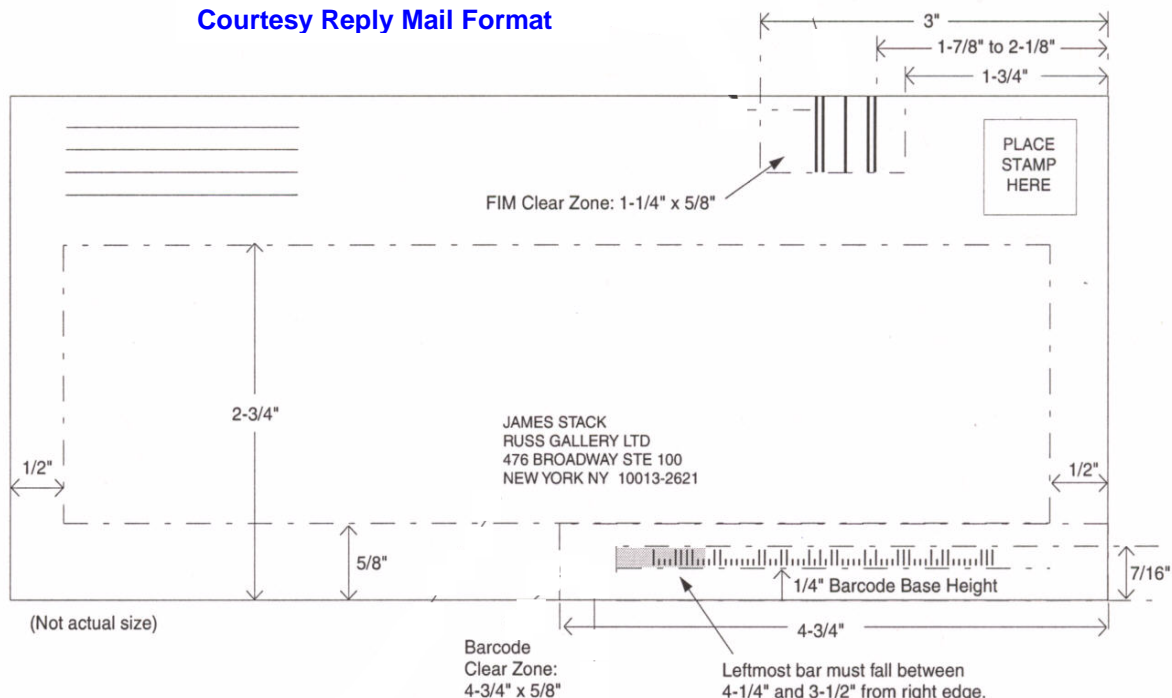
Letter-size reply mail must be designed with a Facing Identification Mark (FIM) and a barcode. The FIM is a pattern of vertical bars printed in the upper right corner of the mailpiece, to the left of the postage area. The FIM tells U. S. Postal Service's automated processing equipment how to face and sort, and whether a barcode exist on the mailpiece. The barcode directs the mail to a high-speed barcode sorter bypassing slower manual processing.

The subsequent articles provide detailed information about BRM and CRM and the variety of services offered. For technical advice and assistance, contact Sondra White, Program Analyst, at (202) 208-4020.

## 👉👉 COURTESY REPLY MAIL 👉👉

Courtesy Reply Mail (CRM) consists of preaddressed postcards or envelopes provided by the mailer to expedite responses from customers. CRM does not require a permit. The respondent is responsible for the postage. CRM is used when it is assured that a response will be provided. CRM is prepared with the correct return address, Facing Identification Mark (FIM) and barcode to take advantage of USPS automated processing. See the CRM format below.

**Courtesy Reply Mail Format**

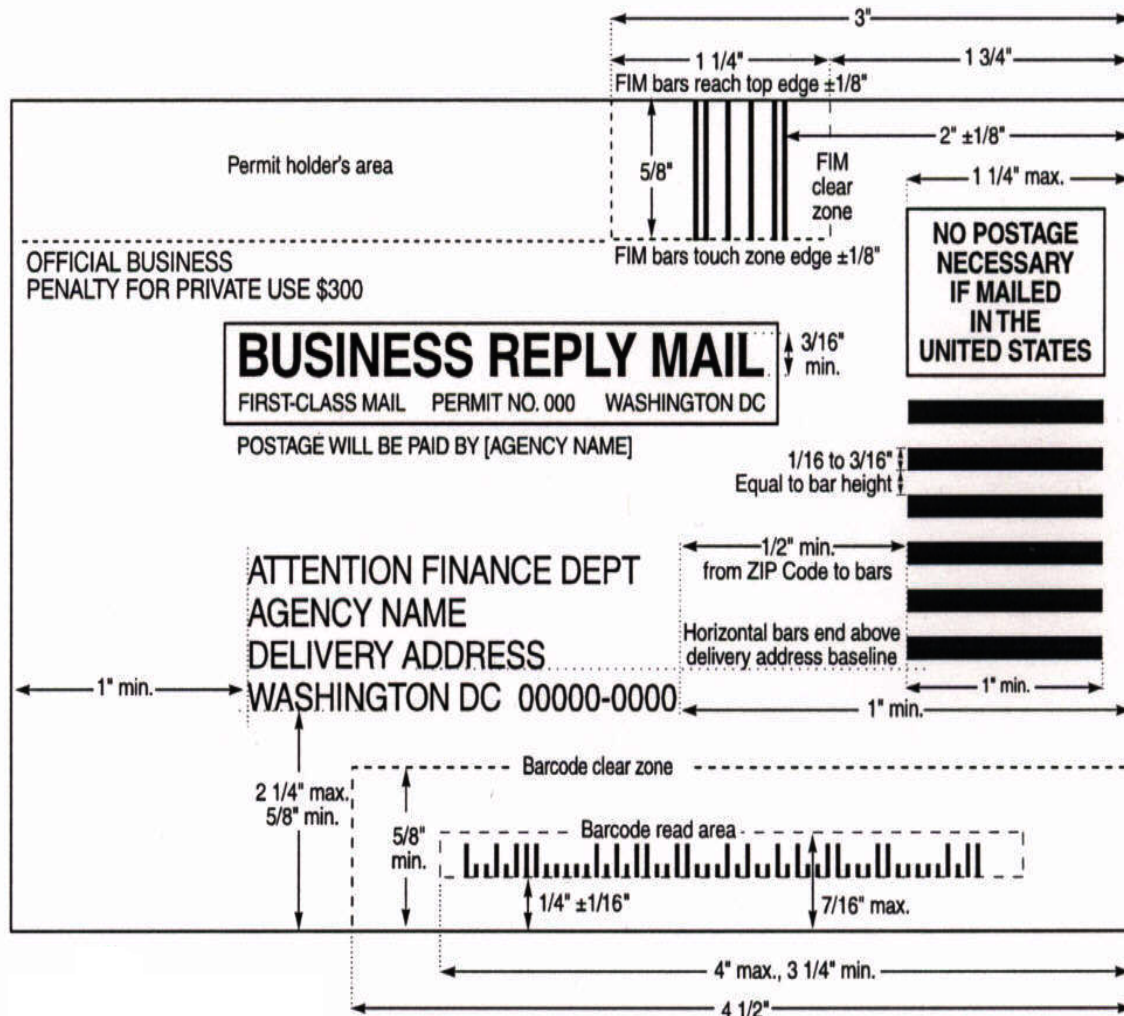


## 👉 BUSINESS REPLY MAIL AND QUALIFIED BUSINESS REPLY MAIL 👈

A permit is required to use Business Reply Mail (BRM). The annual permit fee is 125.00. BRM allows the permit holder to receive First-Class Mail or Priority Mail from customers by paying postage and a handling fee on returned pieces only.

Qualified Business Reply Mail (QBRM) is a money saving feature for those who receive large volumes of BRM. However, strict guidelines apply. QBRM is letter-size mail that is compatible with the USPS' automated processing equipment. A reduced automation postage rate and per piece charge is applied to QBRM. See the BRM format below.

### Penalty Business Reply Mail Format



International Business Reply Service (IBRS) is similar to domestic business reply mail service. IBRS is for reply mail sent to foreign countries for return to the United States (US) without prepaying postage. Like domestic business reply mail (BRM) postage is paid only on those pieces mailed back to the US by the respondent.

Any BRM permit holder who has paid the accounting fee and participates in the Qualified Business Reply Mail (QBRM) program can distribute IBRS mail. Before producing IBRS mail, the mailer must advise the postmaster of the post office where their permit is held, in writing, that they intend to distribute IBRS mail. Special services such as certified mail cannot be used with IBRS.

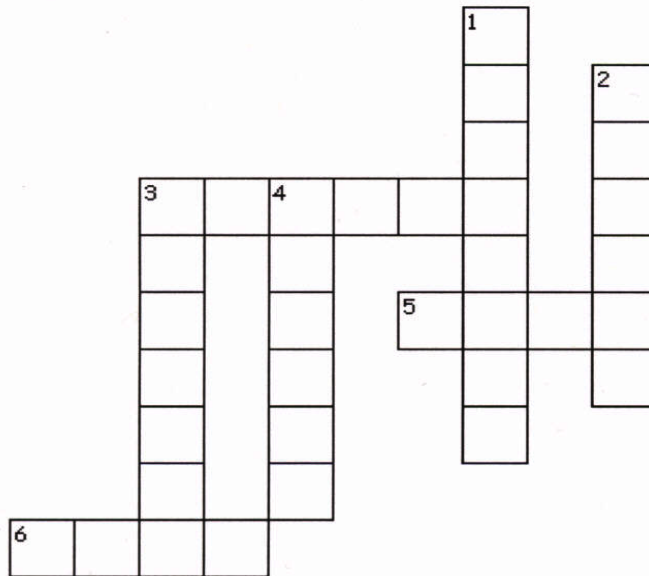


### Answer key to Postal Criss Cross:

**Across** 3. insert 5. mail 6. tray **Down** 1. postcard 2. bundle 3. indicia 4. scheme



# Postal Criss-Cross



## Across

- 3. A letter, card or similar item placed inside another mailpiece.
- 5. Matter that is accepted for mail processing and delivery by the USPS.
- 6. A container used in postal facilities to hold letters and flats.

## Down

- 1. A privately printed mailing card.
- 2. Two or more packages secured together into a single piece or unit.
- 3. Imprinted designation on mail that denotes postage payment.
- 4. Systematic plan for the distribution of mail to its destination.



## Mailer's Corner

**TIP:** Be sure the address is fully visible in window envelopes and does not slip out of sight if jogged up, down or sideways. Extraneous print must not be visible through the window.

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Articles and suggestions are welcome. Please send to:

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